



PLANNING COMMISSION  
VILLAGE CONCEPT COMMITTEE  
November 5, 2009  
Meeting  
Minutes – **Approved**

In Attendance:

Planning Commission Members: Bob Schoenberger, Sally Winterton, Linda Layer, Jim Dewees, John McTear;

Historic Commission Members: Simona Bonifacic, Mary Lou Farrow;  
Bob Feters, Jr., John Diament, Sheila Fleming – Brandywine Conservancy;

Invited Guests: Glenn Nunemaker, Neal Fisher - P.E.

Bob Schoenberger called the meeting to order at 7:30 p.m. A Planning Commission quorum was present.

QBD Ventures

During the Planning Commission's October 1, 2009 meeting, Joe Stoyack had moved and Jim Dewees seconded, that the Planning Commission recommend Preliminary Final Approval of the QBD Ventures plan, with modifications to the landscaping to be consistent with the Village Concept Plan. The Motion carried unanimously this evening.

2010 Meeting Schedule

Discussion of the Planning Commission's 2010 meeting schedule included whether or not to hold both a work session and a regular meeting each month, since development has slowed considerably. The general consensus was to hold just one meeting each month in 2010. Jim Dewees moved, seconded by Sally Winterton, to hold only one Planning Commission meeting per month – on the first Thursday at 7:30 p.m. If a second meeting is needed, it would be held the second Thursday at 7:30 p.m., and would be advertised. The Motion carried unanimously.

Approval of Minutes

Jim Dewees moved, seconded by Linda Layer, to approve as presented the minutes of the September 10, 2009 and October 1, 2009 meetings. The Motion carried unanimously.

Village Concept – Sketch Plan Review

The Village Concept Committee invited two commercial developers to this evening's meeting to request their expertise and current market experiences to enhance the discussions of the Committee. Sheila Fleming reviewed the Sketch Plan and suggested next steps. Bob Schoenberger provided the background of the Committee, that with Graphite Mine Road becoming a reality and the potential for development necessitating accessibility, the Committee wanted to protect the Villages from uncontrolled traffic flow, and also protect the historic characteristics. The Plan incorporates an enlarged area around Eagle and Byers Villages that could be re-developed within the next few decades.

Discussion included the following items:

- Current traffic conditions
- Turning movements kept at a minimum on Graphite Mine
- Service roads added to channel traffic
- Adaptive re-use
- Coordinate access and parking amongst buildings
- Provide/maintain attractive streetscapes
- Public sewage was not a focus, but the Authority says it is or will be available
- Retailers want parking near their front doors, not out of the way
- How to attract pedestrians
- It is difficult to increase residential population via live/work units
- Boutique shops aren't doing so well right now
- What can we market? Research and Development facilities; apartments;
  - Route 100 is a draw to help with a "Town Center" idea; destination places are working well
- Leave Senn Drive alone
- Carefully evaluate extending East Township Line along Car Sense so as to not overburden that intersection
- More daytime population is needed to draw retailers
- Can we compare to Phoenixville? Phoenixville was pre-existing and walkable, and they are struggling; they want to attract office and industrial in order to expand the tax base
- Ideas for parcel 5-C included high density such as condos or class "A" apartments;
  - Age restricted 55+ not selling well as those folks have to sell their homes first
- Medical facilities might be a good idea, but hard to sell to a developer
- Would like to see unique restaurants

Other comments:

- smaller residential development will bounce back first, retail will be last to recover
- build flexibility into the village ordinance, such as building heights
- make sure the ordinances don't counteract each other, such as restrictive tree preservation within an LI district
- lower-end, less expensive apartments will give lifetime residents
- it is not a builders market -- vacancy rates are up, and businesses are downsizing
- re-work existing ordinances and include a village overlay district
- multi-level parking areas
- develop a sidewalk ordinance
- do not add speed bumps on "old" Route 100 to slow traffic

Neal and Glenn were thanked for their attendance and sharing their thoughts with the Committee.

### Adjournment

There being no further business to discuss, the meeting was adjourned at 9:15 p.m.

Respectfully submitted,

Gwen Jonik  
Planning Commission Secretary